

Alabama Tourism Department



Functional Analysis & Records Disposition Authority

**Revision
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State Records Commission
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Functional and Organizational Analysis of the Alabama Tourism Department

Sources of Information

- Representatives of the Alabama Tourism Department
- Code of Alabama 1975 § 41-7-1 through 41-7-6
- Alabama Acts 43-253, 51-712, 84-273, 2009-734
- Alabama Government Manual (2018), p. 56-57
- Alabama Department of Archives and History Holdings
- Archives Division, Tourism Department Records Retention Schedules
- Archives Division, State Agency Files (1989-ongoing)
- Alabama Tourism Department Agency Website
- Alabama Tourism Department Audit Reports (2013, 2017)
- Alabama Tourism Department Annual Reports
- Greenhaw, Wayne. “Alabama Tourism Department (ATD).” *Encyclopedia of Alabama*, August 10, 2019, <http://www.encyclopediaofalabama.org/article/h-1268>.
- Hollis, Tim. *See Alabama First: The Story of Alabama Tourism*. Charleston, South Carolina: The History Press, 2013.
- “Message of Governor James E. Folsom.” *Alabama Legislative Acts 1950-1951: Organizational, Special, and Regular Sessions* (volume 1), 139-158.

Historical Context

Before the proliferation of the automobile in America, tourism was limited to the wealthy classes who could afford to travel by train. The automobile made nationwide travel possible for the average American. Travelers driving south, however, had to navigate an unfamiliar, rural region with little-developed roads. The “good roads movement” in the early twentieth century, of which U.S. Senator John Hollis Bankhead of Alabama was a notable supporter, sought to improve the nation’s highways to better serve tourists. Through this movement’s efforts, the “Bankhead Highway” was established in 1916. It traversed the Southeast along what is now U.S. Highway 78, running from Memphis, Tennessee, to Aiken, South Carolina. The development and improvement of roads laid the foundation for Alabama’s tourism industry.¹

The opening of several travel destinations throughout the late 1920s and 1930s began attracting tourists to the South. The Civilian Conservation Corps (CCC) opened many of Alabama’s first state parks, including the Chattahoochee, Chewacla, Chickasaw, DeSoto, Gulf, Monte Sano, Mound (now known as Moundville), Oak Mountain, and Paul M. Grist. In Mobile, the Belingrath family opened their garden to the public in 1932.² Vulcan Park in Birmingham held its grand opening in 1939.³ Florida’s Panama City and Pensacola beaches opened in the late

¹ Tim Hollis, *See Alabama First: The Story of Alabama Tourism* (Charleston, South Carolina: The History Press, 2013), 17-22.

² Hollis, *See Alabama First*, 25-27.

³ Hollis, *See Alabama First*, 23-25, 28-30.

1930s and quickly became popular destinations, seeing even more rapid growth during the post-World War II economic boom.

In the 1940s and 1950s, Alabama legislators took action to help the state profit from this burgeoning tourism industry. On June 24, 1943, the Legislature established a Division of Records and Reports within the Office of the Governor.⁴ This division gathered annual reports from each state agency to prepare news releases and articles for Alabama's newspapers. Governor Jim Folsom opened Alabama's Gulf Highway in 1949, providing a route through Fort Morgan, Gulf Shores, Gulf State Park, and Orange Beach. To further bolster the tourism industry, Governor Folsom recommended that the state's numerous publicity departments be combined under the Division of Records and Reports and that there be a nationwide advertising campaign to bring new industries and tourists to Alabama.⁵

On September 5, 1951, Alabama Act 51-712 abolished the Division of Records and Reports and transferred its responsibilities to a newly established state agency, the State Bureau of Publicity and Information. The Act provided for the appointment of an Advisory Board and a Director of Publicity. In 1984, Alabama Act 84-273 changed the agency's name to the State Bureau of Tourism and Travel. The bureau was permitted to enter into contracts with the Southern Travel Director's Council, the regional travel advertising and promotion agency also known as Travel South USA. Alabama Act 2009-734 again renamed the agency as the Alabama Tourism Department.

The Code of Alabama 1975 § 41-7-1 gives the Alabama Tourism Department "exclusive power and authority to plan and conduct all state programs of information and publicity designed to attract tourists to the State of Alabama." State lodgings taxes in Alabama are the primary source of funding for the department; the department receives one-fourth of the four-percent state lodgings tax collected by all hotels, motels, campgrounds, and other accommodations. In addition, the department receives annual appropriations from Alabama's general fund. The department engages in a diverse array of activities aimed at promoting the state as a tourism destination nationally and internationally and is responsible for ensuring that tourist dollars achieve maximum benefits for Alabama's economy.

Agency Organization

The Alabama Tourism Department is headed by a Director of Publicity appointed by the Governor. Assisting the director is an Advisory Board of twenty-one members. The directors of the Alabama Historical Commission, the Alabama State Parks, the Alabama State Council on the Arts, the Alabama Cooperative Extension Service, the Alabama Department of Public Safety, and the Alabama Department of Transportation comprise the six *ex officio* members. The Governor appoints two members from a list of three persons from each of the following organizations or their successor organizations, totaling another twelve members: the Alabama Travel Council, the Alabama Hospitality Association, the Alabama Association of Convention and Visitor Bureaus, the Alabama Restaurant Association, the Alabama Cooperative Extension

⁴ Alabama Act 43-253.

⁵ "Message of Governor James E. Folsom," *Alabama Legislative Acts 1950-1951: Organizational, Special, and Regular Sessions* (volume 1), 152.

System, and the Economic Development Association of Alabama. Finally, the Governor appoints three members who are not current full-time public officials and who represent the private sector of the tourism industry. The board meets quarterly, at a minimum.

The Alabama Tourism Department operates eight official Alabama Welcome Centers at key entry points into the state and employs staff to greet tourists, provide information, and promote tourist activities. The Alabama Department of Transportation (ALDOT) maintains the Welcome Center grounds and structures.

Agency Function and Subfunctions

The mandated function of the Alabama Tourism Department is to plan and conduct all state programs involving information and publicity that are designed to attract tourists to the state of Alabama. The department is one of the agencies primarily involved in carrying out the Economic Development function of Alabama government as described in the “Functional Analysis of Alabama Government.”

In the performance of its mandated function, the department may engage in the following subfunctions:

- **Promoting Alabama Tourism.** The Code of Alabama 1975 § 41-7-1 authorizes the department to plan and conduct programs of information and publicity designed to attract tourists and businesses to Alabama. The department gathers and disseminates information that is essential to creating an awareness of the state’s resources; cooperates and makes requests for special area and statewide planning; plans and attends travel shows and activities of travel-related organizations; and enters into contracts and agreements with regional advertising and promotional agencies for the purpose of advertising the state.
- **Educating and Serving the Public.** The department maintains eight Alabama Welcome Centers which annually assist more than six million visitors. The centers are located at key entry points into the state: Cuba (Sumter Welcome Center on Interstate 20), Elkmont (Ardmore Welcome Center on Interstate 65), Grand Bay (Grand Bay Welcome Center on Interstate 10), Heflin (Cleburne Welcome Center on Interstate 20), Seminole (Baldwin Welcome Center on Interstate 10), Cottonwood (Houston Welcome Center on U.S. Highway 231), Lanett (Lanett Welcome Center on Interstate 85), and Valley Head (DeKalb Welcome Center on Interstate 59). Staff at each center visit attractions to gain firsthand knowledge to pass on to travelers; offer on-site promotional opportunities for area attractions, accommodations, and events; distribute brochures; and reserve rooms on behalf of travelers. While the Alabama Welcome Centers are staffed by employees of the Alabama Tourism Department, the center grounds and structures are maintained by the Alabama Department of Transportation (ALDOT). The Welcome Centers are distinct from Alabama’s rest areas, which are located in the interior of the state along major highways and come under the authority of ALDOT.
- **Administering Internal Operations.** A significant portion of the agency’s work

includes general administrative, financial, and personnel activities performed to support the programmatic areas of the agency including:

Managing the Agency: Activities include internal office management activities common to most government agencies such as corresponding and communicating, scheduling, meeting, documenting policy and procedures, reporting, litigating, legislating (drafting, tracking), publicizing and providing information, managing records, and managing information systems and technology.

Managing Finances: Activities include budgeting (preparing and reviewing budget package, submitting the budget package to the Department of Finance, documenting amendments and performance of the budget); purchasing (requisitioning and purchasing supplies and equipment, receipting and invoicing for goods, and authorizing payment for products received); accounting for the expenditure, encumbrance, disbursement, and reconciliation of funds within the agency's budget through a uniform system of accounting and reporting; authorizing travel; contracting with companies or individuals; bidding for products and services; and assisting in the audit process.

Managing Human Resources: Activities include recruiting and hiring eligible individuals to fill positions within the agency; providing compensation to employees; providing benefits to employees such as leave, health insurance, unemployment compensation, worker's compensation, injury compensation, retirement, and death benefits; supervising employees by evaluating performance, granting leave, and monitoring the accumulation of leave; training and providing continuing education for employees; and investigating and disciplining.

Managing Properties, Facilities, and Resources: Activities include inventorying and accounting for non-consumable property and reporting property information to the appropriate authority; leasing and/or renting offices or facilities; providing security for property managed by the agency; insuring property; and assigning, inspecting and maintaining agency property.

Records Appraisal of the Alabama Tourism Department

The following is a discussion of the two major categories of records created and/or maintained by the Alabama Tourism Department: Temporary Records and Permanent Records.

Temporary Records

Temporary records should be held for what is considered their active life and be disposed of once all fiscal, legal, and administrative requirements have been met. Some of the temporary records created by the department are discussed below:

- **Alabama Tourism Award Recipient Files.** The Alabama Tourism Awards are conferred annually upon persons and organizations within the state's tourism industry. Honorees are nominated by peer professionals and recognized at a press conference by the Governor. Awards are conferred in the following categories: Alabama Tourism Department Employee of the Year, Alabama Tourism Hall of Fame inductee, Attraction of the Year, Event of the Year, Tourism Advocate Award (in both government and media), Welcome Center Employee of the Year, Rising Star, Tourism Employee of the Year, Tourism Executive of the Year, Tourism Organization of the Year, Theme Campaign Award, and Tourism Partnership Award. Awards recipients are documented in the department's press releases, which are permanent records. Recipient files are retained for one year to inform award selection decisions.
- **Flag and Lapel Pin Registers.** The department provides state flags and lapel pins to state legislators, constitutional officers, and cabinet-level officials. Each individual on the register receives five state flags and fifty lapel pins per legislative session. The registers comprise an up-to-date list of persons who are to be provided with these complementary flags and lapel pins. The records retention is one year to facilitate the distribution of flag and lapel pins each year.
- **Tourism Partner Files.** These records contain correspondence, information, and statistics related to tourist attractions and events collected from the department's partners, including tourism marketing professionals, businesses, event planners, and other entities. As of October 2020, the department operates an online portal through which vendors may add and update data about their organization, business, or event. These files are to be retained for three years to provide a recent history of Alabama tourist attractions.
- **Familiarization Files.** These records contain information related to travel shows and familiarization trips. In the tourism industry, travel providers organize familiarization (or "FAM") trips to promote tourist destinations or offerings. Travel shows may be consumer shows (open to the general public) or trade shows (open to vendors only). The department typically attends or hosts around fifty-two travel shows each year. These records include, but are not limited to, invitations, correspondence, and contact information. A records retention of three years provides adequate time for staff reference.

- **Welcome Center Brochure List.** The department maintains a list of approved brochures which may be displayed in Alabama’s Welcome Centers. The list is to be retained until superseded to provide up-to-date information about which brochures are approved and authorized to be displayed in the Welcome Centers.
- **Welcome Center Traffic Logs.** The department previously maintained registration sheets for visitor sign-in at Alabama’s Welcome Centers. As of October 2020, the department maintains tablet computers at each Welcome Center for visitor sign-in. These traffic logs contain information including, but not limited to, visitor name and home zip code. A records retention of three years provides sufficient time for the compilation of statistical data and targeted advertising efforts.
- **Emergency Hotel Database.** The department maintains a database of open hotel rooms for use during emergency evacuations. Since the database must be updated on an ongoing basis, the database fields are to be retained until superseded.
- **Register of Administrative Rules.** According to the Code of Alabama 1975 § 41-22-6 through § 41-22-7, agencies must compile and maintain “an official register of regulations which shall be compiled, indexed, published in loose-leaf form, and kept up to date...” This “official register of regulations” is known as “The Alabama Tourism Department Code” and must be made available upon request to all persons. Since the register must be updated on an ongoing basis, it is to be retained until superseded.
- **Administrative Rule Change Working Files.** The Alabama Administrative Procedure Act (Code of Alabama Title 41 Chapter 22) details the steps which an agency must follow when updating its administrative rules. Working files are produced in the course of proposal, adoption, amendment, and/or repeal of administrative rules. Records in this series may include, but are not limited to, the following: received public comments, economic impact statements, and business impact analyses. A retention of one year after adoption, amendment, repeal, or rejection of an administrative rule permits review by staff when considering similar rules.

Permanent Records

The Archives Division has appraised the following records as permanent.

Promoting Alabama Tourism

- **Grant Project Final Narrative Reports.** These records document the receiving and implementing of grants by the department for use in various projects and programs that promote business and tourism throughout the state. As of October 2020, the department’s grant programs reimburse nonprofit organizations and municipalities based on approved expenses. Organizations approved for grants may be considered for various amounts based on agency guidelines and approval from the agency director. The grant project final narrative reports provide a synopsis of grant initiatives and document agency operations. **(Bibliographic Title: Grant Reports)**

- **Meeting Minutes, Agendas, and Packets of the Advisory Board to the Alabama Tourism Department.** The Advisory Board’s meeting minutes, agendas, and packets document the activities of the board. The minutes provide important documentation of the board’s actions and its recommendations to the director of the agency that may not be found elsewhere. **(Bibliographic Title: Meeting Files)**

- **Representational Final Version of Informational and Promotional Materials.** The department works independently or with a private advertising agency to organize annual marketing campaigns (such as 2007’s “Year of Alabama Art” and 2016’s “Year of Alabama Makers”) and to create a variety of publications that promote tourism and travel in the state. Informational and promotional materials include, but are not limited to, advertisements, bookmarks, books, brochures, calendars, directories, guides, itineraries, news articles, magazines, maps, postcards, posters, and press releases. These records document the department’s efforts in publicizing and promoting Alabama attractions, historic sites, accommodations, and other tourism-related services. **(Bibliographic Title: Publicity Files)**

- **Selection of Representative Photographs (including high quality and/or published photographs).** This series includes photographs taken by department staff or contractors for informational and promotional purposes. A selection of the department's representative photographs, including high quality photographs and/or photographs published in informational and promotional materials, provides visual documentation of the department's significant activities and efforts to promote the state. This selection is to be retained permanently. Photographs outside of this representative selection, including duplicative and poor photographs, are to be retained for useful life. Copyright and reproduction records including, but not limited to, use agreements, release forms, service request forms, and requests for permission to reproduce or publish photographs, are to be retained for the life of the photograph and may be permanent if related to photographs with a permanent retention. Photographs taken for internal or reference use are to be retained for useful life. **(Bibliographic Title: Photographs)**

- **Final and/or Edited Audiovisual Recordings.** This series includes audio and/or video recordings taken by department staff or contractors for informational or promotional purposes. Final and/or edited recordings document the department's activities and efforts to publicize and promote the state and are to be retained permanently. Copyright and reproduction records including, but not limited to, use agreements, release forms, service request forms, and requests for permission are to be retained for the life of the recording. Stock or raw footage is to be retained for useful life. Recordings taken for internal or reference use are also to be retained for useful life. **(Bibliographic Title: Audio/Visual Recordings)**

- **Speeches and Subject Matter Files of Tourism Directors.** These records document the substantive actions and performance of the director and assistant director of the agency. The speeches document the agency’s active role in promoting Alabama tourism, travel, history, and cultural events. **(Bibliographic Title: Administrative Files)**

- **Board Member Files – Biographical and Historical Information.** These records include biographical description and other historical data related to the agency's board members. These records provide important documentation of the board's composition. **(Bibliographic Title: Board Member Biographical Files)**

Administering Internal Operations

- **Policies and Procedures - Policies and procedures governing core functions and services.** These records document the agency's role in promulgating policies governing critical operations. The scope of the series does not include policies concerning the administration of routine, internal operations. **(Bibliographic Title: Policies and Procedures)**
- **Certified Copies of the Administrative Rules.** The Alabama Administrative Code is a compilation of the rules of all state agencies covered by the Alabama Administrative Procedure Act. Each agency covered by the Act may propose and adopt revisions to its administrative rules. According to the Code of Alabama 1975 § 41-22-6, “each agency shall have an officer designated as its secretary and shall file in the office of the secretary of the agency a certified copy of each rule adopted [by the agency].” **(Bibliographic Title: Not Applicable) (Maintained by the Alabama Tourism Department)**
- **Administrative Files that Document Policy, Process, and Procedure.** These records, which include official correspondence of the agency, document actions and positions of the agency and do not include correspondence dealing with routine matters. These records include, but are not limited to, correspondence with state officials, legal/advisory correspondence, subject files, and other correspondence. **(Bibliographical Title: Administrative Files)**
- **Annual and Other Periodic Reports.** These records include reports created by the agency that document its critical activities. Some agencies must submit an annual report to the Governor and/or the Legislature by statute. The frequency of report publications may vary (annual, biannual, quarterly, etc.). Interim reports that contain the same substantive information as a corresponding annual or other periodic report need not be retained permanently. Where no agency annual report exists, or where the agency annual report does not adequately document activities of the agency, then division annual reports should be retained. **(Bibliographic Title: State Publications)**
- **Special Reports.** These records include reports created by the agency pertaining to a specific topic or subject area. Special reports may be prepared on an irregular schedule. Interim reports that contain the same substantive information as a corresponding special report need not be retained permanently. **(Bibliographic Title: State Publications)**
- **Website and Social Media Site(s).** The agency has websites at alabama.travel and tourism.alabama.gov and social media sites on Facebook, Twitter, Instagram, Google Plus, Pinterest, LinkedIn, and Snapchat. The agency’s websites contain information on

travel to guide tourists who desire to visit the state and relocation material for those who desire to move to Alabama. ADAH staff capture and preserve the agency's websites and other social media sites via a service offered by the Internet Archive [Archive-It]. Any content behind password protection or login would not be captured by ADAH. Check with the ADAH website at www.archiveit.org/organizations/62 to ensure that your agency and social media site(s) are captured and preserved. If your agency's website and social media site(s) are not being captured by the service, please contact the Archives Division at 334-242-4452 to get them included. **(Bibliographic Title: Website and Social Media Site[s])**

Records No Longer Created

- **Business Lead Files.** The department previously maintained contact information for industry leads such as tour operators and travel planners in a Salesforce database. This contact information may include, but is not limited to, name, address, telephone number, and email address. The record series has been superseded by the two temporary record series "Tourism Partner Files" and "Familiarization Files." The records retention is three years to facilitate staff outreach to industry leads.
- **Implemented Project Files.** These records document various economic development projects that the agency previously implemented and completed to foster business activity in the state. These projects have moved under the purview of the Business Development Division of the Alabama Department of Commerce. The information contained in these files may include, but is not limited to, work papers, forms, notes, and questionnaires. The information in these records is summarized in the final reports or publications of the agency, which are permanent records. The records retention is three years to allow for the preparation of final reports and publications.
- **Unimplemented Project Files.** These records document various economic development projects designed to foster business activity in the state that the agency never implemented or completed. These projects have moved under the purview of the Business Development Division of the Alabama Department of Commerce. The information contained in these files involves projects that stalled either in a planning or research stage of development. A records retention of three years allows adequate time for staff reference.
- **Writers Database (Invitations, Addresses, Contact Lists).** The department previously maintained a database of media contacts that may produce promotional material about the state. The database is no longer actively maintained as of October 2020. The records retention is three years to facilitate staff outreach to media contacts.

Permanent Records List Alabama Tourism Department

Promoting Alabama Tourism

1. Grant Project Final Narrative Reports
2. Meeting Minutes, Agendas, and Packets of the Advisory Board to the Alabama Tourism Department
3. Representational Final Version of Informational and Promotional Materials
4. Selection of Representative Photographs (including high-quality and/or published photographs)
5. Final and/or Edited Audiovisual Recordings
6. Speeches and Subject Matter Files of Tourism Directors

Administering Internal Operations

1. Policies and Procedures – Policies and procedures governing core functions and services
2. Certified Copies of the Administrative Rules*
3. Administrative Files that Document Policy, Process, and Procedure
4. Annual and Other Periodic Reports
5. Special Reports
6. Board Member Files – Biographical and Historical Information
7. Website and Social Media Site(s)

*indicates records that the Alabama Tourism Department determined should be retained permanently and that ADAH anticipates will remain in the care and custody of the creating agency. All other permanent records are to be transmitted to the ADAH once they are no longer in active use by the Alabama Tourism Department.

Alabama Tourism Department Records Disposition Authority

This Records Disposition Authority (RDA) is issued by the State Records Commission under the authority granted by the Code of Alabama 1975 § 41-13-5 and 41-13-20 through 21. It was compiled by the Archives Division, Alabama Department of Archives and History (ADAH), which serves as the Commission's staff, in cooperation with representatives of the Agency. The RDA lists records created and maintained by the Agency in carrying out their mandated functions and activities. It identifies records which must be maintained permanently and ultimately transferred to the ADAH; establishes retention periods for temporary records; and provides the legal authority for the Agency to implement destruction of eligible records.

Alabama law requires public officials to create and maintain records that document the business of their offices. These records must be protected from "mutilation, loss, or destruction," so that they may be transferred to an official's successor in office and may be made available to members of the public. Records also must be kept in accordance with auditing standards approved by the Examiners of Public Accounts (Code of Alabama 1975 § 36-12-2, 36-12-4, and 41-5-23). For assistance in implementing this RDA, or for advice on records disposition or other records management concerns, contact the agency records manager or ADAH Archives Division at (334) 242-4452.

Explanation of Records Requirements

The RDA shall govern the disposition of all records, regardless of format, created by the agency from creation to dissolution. Please contact the staff of the Department of Archives and History before destroying any records created prior to 1940.

This RDA supersedes any previous records disposition schedules or RDAs governing the retention of the records created by the Agency. Copies of superseded schedules are no longer valid and may not be used for records disposition.

The RDA establishes retention and disposition instructions for records listed below, regardless of the medium on which those records may be kept. Electronic mail, for example, is a communications tool that may record permanent or temporary information. As for records in any other format, the retention periods for e-mail records are governed by the requirements of the subfunctions to which the records belong.

Certain other record-like materials are not actually regarded as official records and may be disposed of under this RDA. Such materials include (1) duplicate record copies that do not require official action, so long as the creating office maintains the original record for the period required; (2) catalogs, trade journals, and other publications received that require no action and do not document agency activities; (3) stocks of blank stationery, blank forms, or other surplus materials that are not subject to audit and have become obsolete; (4) transitory records, which are temporary records created for short-term, internal purposes, may include, but are not limited to, telephone call-back messages, drafts of ordinary documents not needed for their evidential value,

copies of material sent for information purposes but not needed by the receiving office for future business, and internal communications about social activities; (5) honorary materials, plaques, awards, presentations, certificates, and gifts received or maintained by the agency staff. They may be disposed of without documentation of destruction.

Records Disposition Requirements

This section of the RDA is arranged by subfunctions of the Agency and lists the groups of records created and/or maintained as a result of activities and transactions performed in carrying out these subfunctions. The Agency may submit requests to revise specific records disposition requirements to the State Records Commission for consideration at its regular biannual meetings.

*** indicates records no longer created*

Promoting Alabama Tourism

GRANT PROJECT FINAL NARRATIVE REPORTS

Disposition: PERMANENT RECORD.

Grant Financial Records (not final reports)

Disposition: Temporary Record. Retain 6 years after submission of final report or after the conclusion of the grant.

MEETING MINUTES, AGENDAS, AND PACKETS OF THE ADVISORY BOARD TO THE ALABAMA TOURISM DEPARTMENT

Disposition: PERMANENT RECORD.

REPRESENTATIONAL FINAL VERSION OF INFORMATIONAL AND PROMOTIONAL MATERIALS

Disposition: PERMANENT RECORD.

Informational and Promotional Working Files

Disposition: Temporary Record. Retain for useful life.

Photographs

- a. SELECTION OF REPRESENTATIVE PHOTOGRAPHS (INCLUDING HIGH QUALITY AND/OR PUBLISHED PHOTOGRAPHS)
Disposition: PERMANENT RECORD.
- b. Photographs Outside of Representative Selection (Including Duplicative and Poor Photographs)
Disposition: Temporary Record. Retain for useful life.
- c. Copyright and Reproduction Records for Photographs
Disposition: Retain for life of photograph.

- d. Photographs Taken for Internal or Reference Use
Disposition: Temporary Record. Retain for useful life.

Audiovisual Recordings

- a. FINAL AND/OR EDITED AUDIOVISUAL RECORDINGS
Disposition: PERMANENT RECORD.
- b. Footage (Including Stock and Raw Audiovisual Recordings)
Disposition: Temporary Record. Retain for useful life.
- c. Copyright and Reproduction Records for Audiovisual Recordings
Disposition: Retain for life of recording.
- d. Audiovisual Recordings Taken for Internal or Reference Use
Disposition: Temporary Record. Retain for useful life.

SPEECHES AND SUBJECT MATTER FILES OF THE TOURISM DIRECTORS

Disposition: PERMANENT RECORD.

Advisory Board Meeting Recordings

Disposition: Temporary Record. Retain until the official minutes are adopted and signed.

Alabama Calendar of Events Forms

Disposition: Temporary Record. Retain 6 months.

Alabama Tourism Award Recipient Files

Disposition: Temporary Record. Retain 1 year.

Alabama Tourism Award Nominee Files

Disposition: Temporary Record. Retain 1 year.

Flag and Lapel Pin Registers

Disposition: Temporary Record. Retain 1 year.

Tourism Partner Files

Disposition: Temporary Record. Retain 3 years.

Familiarization Files

Disposition: Temporary Record. Retain 3 years.

Business Lead Files**

Disposition: Temporary Record. Retain 3 years.

Implemented Project Files**

Disposition: Temporary Record. Retain 3 years.

Unimplemented Project Files**

Disposition: Temporary Record. Retain 3 years.

Writers Database (Invitations, Addresses, Contact Lists)**

Disposition: Temporary Record. Retain 3 years.

Educating and Serving the Public**Welcome Center Brochure List**

Disposition: Temporary Record. Retain until superseded.

Welcome Center Traffic Logs

Disposition: Temporary Record. Retain 3 years.

Emergency Hotel Database

Disposition: Temporary Record. Retain until superseded.

Administering Internal Operations: Managing the Agency**Policies and Procedures**

- a. POLICIES AND PROCEDURES GOVERNING CORE FUNCTIONS AND SERVICES
Disposition: PERMANENT RECORD.
- b. Policies and procedures concerning internal operations, including the administration of finances, personnel, properties, facilities, and resources
Disposition: Temporary Record. Retain 3 years.

CERTIFIED COPIES OF ADMINISTRATIVE RULES

Disposition: PERMANENT RECORD. Retain in office.

Register of Administrative Rules

Disposition: Temporary Record. Retain until superseded.

Administrative Rule Change Working Files

Disposition: Temporary Record. Retain 1 year after adoption, amendment, repeal, or rejection of the rule.

ADMINISTRATIVE FILES THAT DOCUMENT POLICY, PROCESS, AND PROCEDURE

Disposition: PERMANENT RECORD.

ANNUAL AND OTHER PERIODIC REPORTS

Disposition: PERMANENT RECORD.

SPECIAL REPORTS

Disposition: PERMANENT RECORD.

Board Member Files

- a. BIOGRAPHICAL AND HISTORICAL INFORMATION

Disposition: PERMANENT RECORD.

- b. Board Appointment Letters

Disposition: Temporary Record. Retain the length of the board term.

- c. Other Files about Board Members

Disposition: Temporary Record. Retain for useful life.

Routine Correspondence

Disposition: Temporary Record. Retain 3 years.

Administrative Reference Files

Disposition: Temporary Record. Retain for useful life.

Internal Procedures

Disposition: Temporary Record. Retain until superseded.

Legislative Files (drafts of proposed agency-sponsored legislation, tracking files and records)

Disposition: Temporary Record. Retain for useful life.

Records documenting the implementation of the agency's approved RDA (copies of transmittal forms to Archives or State Records Center, evidence of obsolete records destroyed, and annual reports to State Records Commission)

Disposition: Temporary Record. Retain 10 years.

Signed Copies of Approved RDA

Disposition: Temporary Record. Retain until superseded.

Computer Systems Documentation (Hardware/Software Specifications and Warranties)

Disposition: Temporary Record. Retain documentation of former system 1 year after audit for the fiscal year in which the former hardware and software no longer exists anywhere in the agency and all permanent records have been migrated to a new system.

WEBSITE AND SOCIAL MEDIA SITE(S)

Disposition: PERMANENT RECORD.

Note: ADAH staff capture and preserve the agency's website and other social media sites via a service offered by the Internet Archive [Archive It]. Any content behind password protected or login would not be captured by ADAH. Check with the ADAH website at www.archiveit.org/organizations/62 to ensure your agency and social media site(s) are captured and preserved. If your agency's website and social media site(s) are not captured by the service, please contact the Archives Division at 334-242-4452 to get them included.

Administering Internal Operations: Managing Finances

Records documenting the preparation of a budget request package and reporting of the status of funds, requesting amendments of allotments, and reporting program performance

Disposition: Temporary Record. Retain 1 year after compliance or financial audit by the Examiners of Public Accounts or an equivalent auditing firm or one year after the end of the fiscal year the audit covers, whichever is later.

Records documenting the requisitioning and purchasing of supplies and equipment, receipting and invoicing for goods, and authorizing payment for products (includes AST-1 and AST-1A)

Disposition: Temporary Record. Retain 1 year after compliance or financial audit by the Examiners of Public Accounts or an equivalent auditing firm or one year after the end of the fiscal year the audit covers, whichever is later.

Records of original entry or routine accounting transactions, such as journals, registers, and ledgers, and records of funds deposited outside the state treasury

Disposition: Temporary Record. Retain 1 year after compliance or financial audit by the Examiners of Public Accounts or an equivalent auditing firm or one year after the end of the fiscal year the audit covers, whichever is later.

Purchase and Repair Order Documents

Disposition: Temporary Record. Retain for life of warranty.

Records documenting requests for authorization from supervisors to travel on official business and other related materials, such as travel reimbursement forms and itineraries

Disposition: Temporary Record. Retain 1 year after compliance or financial audit by the Examiners of Public Accounts or an equivalent auditing firm or one year after the end of the fiscal year the audit covers, whichever is later.

Records documenting contracts for services or personal property

Disposition: Temporary Record. Retain 6 years after expiration of the contract.

Records documenting the bid process (including requests for proposals and unsuccessful responses)

Disposition: Temporary Record. Retain for 10 years after the award of the contract.

Agency Audit Reports

Disposition: Temporary Record. Retain 6 years after the end of the fiscal year in which the

records were created.

Records documenting the application for, award of, receipt and disbursement of, and reporting of expenditure of federal funds received through grants and federal funds

Disposition: Temporary Record. Retain 6 years after submission of final expenditure report.

Records documenting the unsuccessful application for grants and federal funds

Disposition: Temporary Record. Retain 1 year.

Administering Internal Operations: Managing Human Resources

Job Recruitment Materials

Disposition: Temporary Record. Retain 1 year.

Application Materials

Disposition: Temporary Record. Retain 1 year.

Position Classification Questionnaire

Disposition: Temporary Record. Retain 4 years after reclassification of the position.

Records documenting payroll (e.g. pre-payroll reports, payroll check registers)

Disposition: Temporary Record. Retain 1 year after compliance or financial audit by the Examiners of Public Accounts or an equivalent auditing firm.

Records documenting payroll deduction authorizations

Disposition: Temporary Record. Retain 6 years after separation of the employee from the agency.

Records documenting payroll deductions for tax purposes (including Form 941)

Disposition: Temporary Record. Retain 1 year after compliance or financial audit by the Examiners of Public Accounts or an equivalent auditing firm or one year after the end of the fiscal year the audit covers, whichever is later.

Personnel File - Records documenting an employee's work history - generally maintained as a case file

Disposition: Temporary Record. Retain 6 years after separation of the employee from the agency.

Records documenting employees' daily and weekly work schedules

Disposition: Temporary Record. Retain 1 year after compliance or financial audit by the Examiners of Public Accounts or an equivalent auditing firm or one year after the end of the fiscal year the audit covers, whichever is later.

Records documenting employee hours worked, leave earned, and leave taken

Disposition: Temporary Record. Retain 1 year after compliance or financial audit by the Examiners of Public Accounts or an equivalent auditing firm or one year after the end of the

fiscal year the audit covers, whichever is later.

Records Documenting Leave Donations

Disposition: Temporary Record. Retain 1 year after compliance or financial audit by the Examiners of Public Accounts or an equivalent auditing firm or one year after the end of the fiscal year the audit covers, whichever is later.

Records of Final Leave Status

Disposition: Temporary Record. Retain record of individual employees' cumulative leave 6 years after separation of employee from the agency.

Employee Flexible Benefits Plan Files (Applications and Correspondence)

Disposition: Temporary Record. Retain 6 years after termination of participation in program.

Records documenting the State Employee Injury Compensation Trust Fund (SEICTF) Claims

Disposition: Temporary Record. Retain 6 years after separation of the employee from the agency.

Records documenting Equal Employment Opportunity Commission (EEOC) Charges of Discrimination

Disposition: Temporary Record. Retain 6 years after final dispensation.

Equal Employment Opportunity Commission Case Files

Disposition: Temporary Record. Retain 3 years.

Employee Administrative Hearing Files

Disposition: Temporary Record. Retain 6 years after separation of the employee from the agency.

Records Documenting Employee Grievances (Internal Complaints)

Disposition: Temporary Record. Retain 6 years after separation of the employee from the agency.

Records documenting complaints against the agency and its employees from outside the agency (made by members of the public, officials, or supervisees, etc.)

Disposition: Temporary Record. Retain 6 years after separation of the employee from the agency.

Records (maintained separately from employee personnel file), documenting employee disciplinary proceedings and appeals of formal reprimands, demotions, transfers, or terminations resulting from a grievance or complaint

Disposition: Temporary Record. Retain 6 years after separation of the employee from the agency.

Records documenting the administration of the unemployment compensation program
Disposition: Temporary Record. Retain 6 years after conclusion of eligibility.

Employee Flexible Benefits Plan Files (Applications and Correspondence)
Disposition: Temporary Record. Retain 6 years after termination of participation in program.

Administering Internal Operations: Managing Properties, Facilities, and Resources

Semiannual Property Inventory Lists
Disposition: Temporary Record. Retain 2 years. (Code of Alabama 1975 § 36-16-8[1])

Agency Copies of Transfer of State Property Forms (SD-1)
Disposition: Temporary Record. Retain 1 year after property audit.

Property Inventory Cards and/or Computer Files
Disposition: Temporary Record. Retain 1 year after property audit.

Property Inventory Affidavits
Disposition: Temporary Record. Retain 1 year after property audit.

Receipts of Responsibility for Property
Disposition: Temporary Record. Retain until return of item to property manager.

Facilities/Building Security Records (including visitor logs)
Disposition: Temporary Record. Retain 1 year.

Real Property Renting/Leasing records
Disposition: Temporary Record. Retain 6 years after the termination of lease or rental agreement or until agency is audited and audit report is released, whichever is longer.

Motor Pool Vehicle Use Records
Disposition: Temporary Record. Retain 1 year after compliance or financial audit by the Examiners of Public Accounts or an equivalent auditing firm or one year after the end of the fiscal year the audit covers, whichever is later.

Records documenting the use, maintenance, ownership, insurance, and disposition of vehicles owned by the agency
Disposition: Temporary Record. Retain 3 years after the end of the fiscal year in which the vehicle was removed from the property inventory.

Insurance Policies/Risk Management Records
Disposition: Temporary Record. Retain 6 years after termination of policy or membership.

Building Maintenance Work Orders
Disposition: Temporary Record. Retain 1 year.

Records Documenting Vehicle Use/Mileage
Disposition: Temporary Record. Retain 1 year.

Requirement and Recommendations for Implementing the Records Disposition Authority (RDA)

Requirement

Under the Code of Alabama 1975 § 41-13-21, “no state officer or agency head shall cause any state record to be destroyed or otherwise disposed of without first obtaining approval of the State Records Commission.” This Records Disposition Authority constitutes authorization by the State Records Commission for the disposition of the records of the Agency as stipulated in this document.

One condition of this authorization is that the Agency submit an annual Records Disposition Authority (RDA) Implementation Report on its activities, including documentation of records destruction, to the State Records Commission.

Unless otherwise stipulated in this document, the Agency must transmit all permanent records which are no longer in active use to the ADAH.

Recommendations

In addition, the Agency should make every effort to establish and maintain a quality record-keeping program by conducting the following activities:

The Agency should designate a staff member in a managerial position as its records liaison/records manager, who is responsible for: ensuring the development of quality record keeping systems that meet the business and legal needs of the agency, coordinating the transfer and destruction of records, ensuring that permanent records held on alternative storage media (such as microforms and digital imaging systems) are maintained in compliance with national and state standards, and ensuring the regular implementation of the agency’s approved RDA.

Permanent records in the Agency’s custody should be maintained under proper intellectual control and in an environment that will ensure their physical order and preservation. ADAH staff is available to work with agency staff in determining the best location and storage conditions for the long-term care and maintenance of permanent records.

Destruction of temporary records, as authorized in this RDA, should occur agency-wide on a regular basis—for example, after the successful completion of an audit, at the end of an administration, or at the end of a fiscal year. Despite the RDA’s provisions, no record should be destroyed that is necessary to comply with requirements of the Open Meetings Act, audit requirements, or any legal notice or subpoena.

The agency should maintain full documentation of any computerized record-keeping system it employs. It should develop procedures for: (1) backing up all permanent records held in electronic format; (2) storing a back-up copy off-site; and (3) migrating all permanent records when the system is upgraded or replaced. If the agency chooses to maintain permanent records solely in electronic format, it is committed to funding any system upgrades and migration strategies necessary to ensure the records' permanent preservation and accessibility.

Electronic mail contains permanent, temporary, or transitory record information. Although e-mail records can be printed out, filed, and retained according to the RDA's requirements, the office should preferably employ an electronic records management system capable of sorting e-mail into folders and archiving messages having long-term value.

The staff of the State Records Commission or the Examiners of Public Accounts may examine the condition of the permanent records maintained in the custody of the Agency and inspect records destruction documentation. Agency records managers and/or the ADAH archivists are available to instruct the staff in RDA implementation and otherwise assist the Agency in implementing its records management program.

The State Records Commission adopted this records disposition authority on October 28, 2020.

Steve Murray, Chairman
State Records Commission

Date

By signing below, the agency acknowledges receipt of the retention periods and requirements established by the records disposition authority.

Lee Sentell, Executive Director
Alabama Tourism Department

Date